

REMARKS

Claims 1, 2, 4-10, and 12-17 are pending. Claims 1, 2, 4-10, and 12-17 are rejected by this Office Action.

The Applicant thanks the Examiner for withdrawing rejections of claims 1, 2, 4, 7-10, 12, and 15-17 under 35 USC 103(a) as being unpatentable in view of U.S. Patent No. 5,958,012 and further in view of Official Notice "ON1" and further in view of U.S. Patent No. 6,249,769. The Applicant also thanks the Examiner for withdrawing rejections of claims 5-6 and 13-14 under 35 USC 103(a) as being unpatentable over CACI, U.S. Patent No. 5,958,012, Official Notice "ON1", U.S. Patent No. 6,249,769, and further in view of Official Notice "ON2".

The title was amended to "Web-Based Architecture Sales Tool" in the response to the Office Action mailed on April 11, 2002.

Other Claim Amendments

In claims 1, 9, and 17, the Applicant has amended "at least one of products and services" to "the at least one of products and services" where the associated references have a proper antecedent basis. Regarding claim 17, the Applicant has amended "targeted" to "targeted components" because the Applicant erroneously deleted "components" in the previous amendment to claim 17.

Claim Rejections – 35 USC §103

Claims 1-2, 4, 8-10, 12, and 16-17 are rejected by the Office Action under 35 USC 103(a) as being unpatentable over U.S. Patent No. 6,249,769 (Ruffin). In order to clarify what is being claimed, the Applicant has amended claim 1 to include the feature of "determining a listing of targeted components that relate to the improvements to the existing network framework, wherein each targeted component offers one of the least one of the products and services for sale to the target market". For example, the specification discloses (Page 20, last paragraph. Emphasis added.):

Operation 22 of FIG. 1 is provided for effectively conveying which of the components and capabilities of a system have products and services available for sale, thereby serving as a selling tool. This is accomplished by indicia coding the components of the system in order to show which of the components has services and products that can be provided. In particular, referring to FIG. 12, operation 46 determines the organization and components of an existing network framework. A

database is also created which includes a compilation of all of the products and/or services offered by the various components. Operation 47 defines a plan which includes improvements to the existing network framework. For example, in operation 47a of FIG. 13, a target market is selected based on buying habits, age, gender or some other criteria. **In operation 47b, a sales program is tailored to appeal to the target market by selecting only specific components having products or services likely to be purchased by the target market.** Then, in operation 47c, the products or services related to the chosen components are chosen to be offered for sale.

Regarding “determining of targeted components related to improvements”, the Office Action alleges that Ruffin discloses “ordering listing of potential projects (see at least col. 7, lines 36-65); identifying “islands of IT,” and servers for consolidation (please note the server consolidation example identifies the existence of Unix-based servers Type 1 servers, and the absence of an additional S/390 Type 2 servers (see at least Fig. 6 (601-616); col. 10, line 29 through col. 12, line 17)”. As disclosed by Ruffin (Column 7, lines 41-47:

Further analysis of “these islands” will enable and address them in a manner that best accommodates the interests of both the customer and the provider in a “divide and conquer fashion”. The result of this analysis is an ordered listing of potential projects 204 to be undertaken by the service provider.

The allegation implies that “islands of IT” correspond to “targeted components”. However, Ruffin does not teach or even suggest “determining a listing of targeted components that relate to the improvements to the existing network framework, wherein each targeted component **offers** one of the least one of the products and services for sale to the target market”. (Emphasis added.) Similarly, the Applicant has amended claim 9 to include the feature of “a code segment that determines a listing of targeted components that relate to the improvements to the existing network framework, wherein each targeted component offers one of the least one of the products and services for sale to the target market” and claim 17 to include the feature of “logic for determining a listing of targeted components that relate to the improvements to the existing network framework, wherein each targeted component offers one of the least one of the products and services for sale to the target market”. Claims 9 and 17 are patentable for the above reasons. The Applicant requests reconsideration of claims 1, 9, and 17.

Claims 5-6 and 13-14 are rejected by the Office Action under 35 USC 103(a) as being unpatentable over Ruffin in view Official Notice “ON1” (regarding IT business services). Claims 5-6 and 13-14 depend from independent claims 1 and 9. However, “ON1” does not

make up for the deficiencies of Ruffin. Thus, claims 5-6 and 13-14 are patentable for at least the above reasons regarding claims 1 and 9. The Applicant requests reconsideration of claims 5-6 and 13-14.

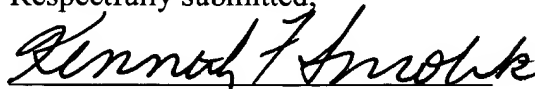
Claims 7 and 15 are rejected by the Office Action under 35 USC 103(a) as being unpatentable over Ruffin in view of Official Notice "ON2" (regarding techniques to provide visual clarity to illustrations). Claims 7 and 15 depend from independent claims 1 and 9. However, "ON2" does not make up for the deficiencies of Ruffin. Thus, claims 7 and 15 are patentable for at least the above reasons regarding claims 1 and 9. The Applicant requests reconsideration of claims 7 and 15.

CONCLUSION

All objections and rejections have been addressed. Hence, it is respectfully submitted that the present application is in condition for allowance, and a notice to that effect is earnestly solicited.

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Respectfully submitted,



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